WHAT IS CLAIMED IS:

1. A method for dynamic service support comprising:

installing a portal-page service at a gateway;

installing an interface bundle at the gateway;

installing a customer service at the gateway, the customer service being based on the interface bundle;

searching, by the portal-page service, for the customer service;

generating, by the portal-page service, a user interface for the customer service based on the customer service; and

generating, by the portal-page service, a portal-page based on the user interface and the portal page service.

2. The method for dynamic service support according to Claim 1 and further comprising:

displaying the portal-page on a client device; and

displaying the user interface on the portal page.

3. The method for dynamic service support according to Claim 1, wherein the interface bundle comprises an application programmer interface bundle.

4. The method for dynamic service support according to Claim 1, wherein generating the user interface comprises indirectly invoking a function associated with the consumer service.

5. The method for dynamic service support according to Claim 1, wherein the searching comprises querying the interface bundle.

6. The method for dynamic service support according to Claim 1 and further comprising:

generating a message in response to activation of the user interface;

receiving, at the portal-page service, the message;

determining the customer service, a function and at least one parameter associated with the message; and

initiating the function at the customer service using the parameters.

7. The method for dynamic service support according to Claim 1, wherein generating the user interface comprises:

searching for a portal controller associated with a user;

retrieving a user identity from the portal controller based on the user; and

customizing the user interface based on the user identity.

8. The method for dynamic service support according to Claim 7 and further comprising invoking functionality associated with the user interface based on the user identity.

9. A system for dynamic service support comprising logic stored on storage, the logic operable to:

install a portal-page service at a gateway;

install an interface bundle at the gateway;

install a customer service at the gateway, the customer service being based on the interface bundle;

search, by the portal-page service, for the customer service;

generate, by the portal-page service, a user interface for the customer service based on the customer service; and

generate, by the portal-page service, a portal-page based on the user interface and the portal page service.

10. The system for dynamic service support according to Claim 9, wherein the logic is further operable to:

display the portal-page on a client device; and

display the user interface on the portal page.

11. The system for dynamic service support according to Claim 9, wherein the interface bundle comprises an application programmer interface bundle.

12. The system for dynamic service support according to Claim 9, wherein the logic is further operable to indirectly invoke a function associated with the consumer service.

13.   The system for dynamic service support according to Claim 9, wherein the logic is further operable to query the interface bundle.

14.   The system for dynamic service support according to Claim 9, wherein the logic is further operable to:

generate a message in response to activation of the user interface;

receive, at the portal-page service, the message;

determine the customer service, a function and at least one parameter associated with the message; and

initiate the function at the customer service using the parameters.

15.   The system for dynamic service support according to Claim 9, wherein the logic is further operable to:

search for a portal controller associated with a user;

retrieve a user identity from the portal controller based on the user; and

customize the user interface based on the user identity.

16.   The system for dynamic service support according to Claim 15, wherein the logic is further operable to invoke functionality associated with the user interface based on the user identity.